



Syllabus of Module

3. Strategic Management

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Module Annotation

To formulate a long-term strategy of the organization means to find answers to the basic questions of a successful functioning of the organization on the market. Determining the right goals of the company and appropriate strategies, i.e. the ways in which the goals will be achieved, is necessary on the basis of a thorough strategic analysis of the company, using the conclusions of the SWOT analysis. There are companies that had comparable starting conditions at some point, but some of them have become successful and others have disappeared. The key to successful business growth is choosing the optimal strategy.

Module Objective

The aim of this module is to get acquainted with the role and content of the company's strategy and related sub-strategies for individual areas as an integral part of the overall strategy or business planning.

Literature

1. ROBBINS, S. P., & Coulter, M. (2017). *Management*. 11 ed. Prentice Hall, 2012.
2. SCHERMERHORN Jr, J. R., & Berson, S. (2014). *Exploring management*. John Wiley & Sons.